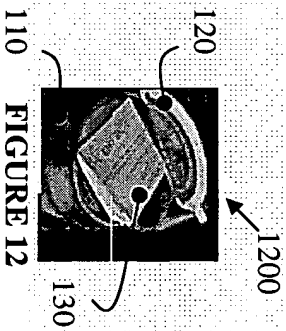
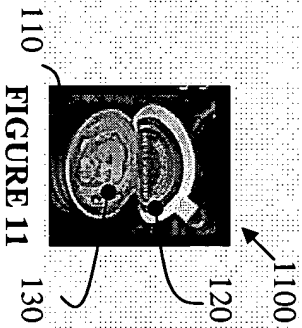
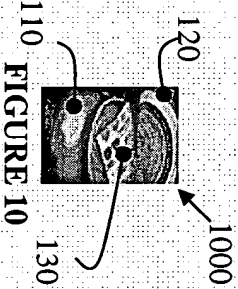
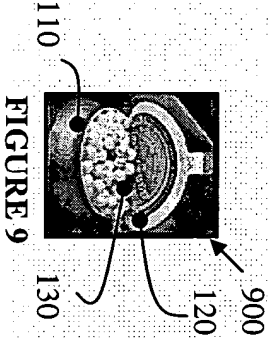
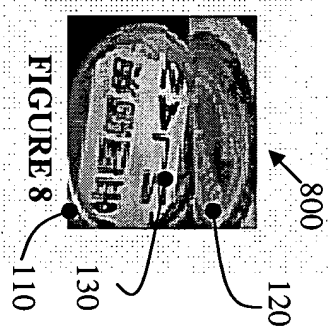
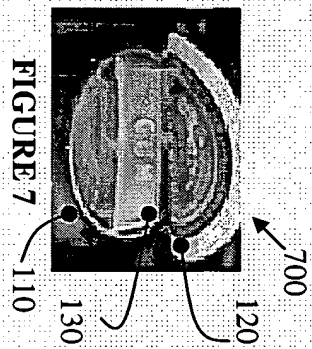
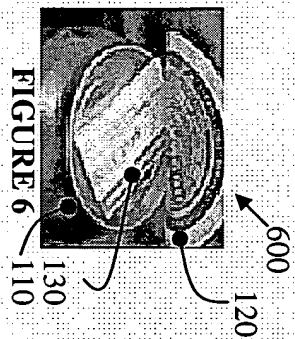
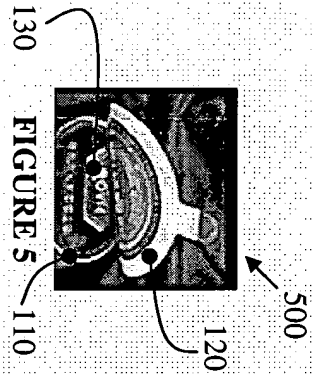
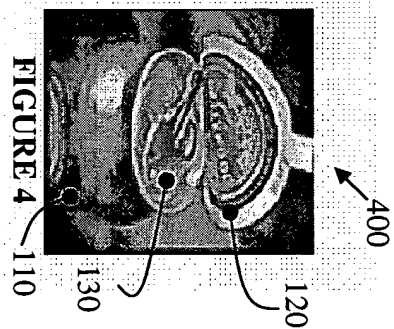
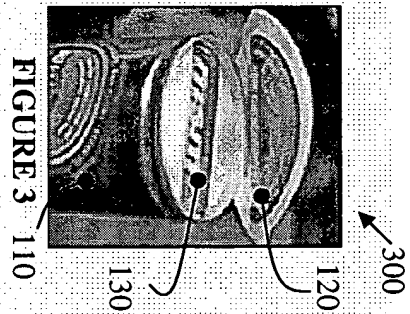
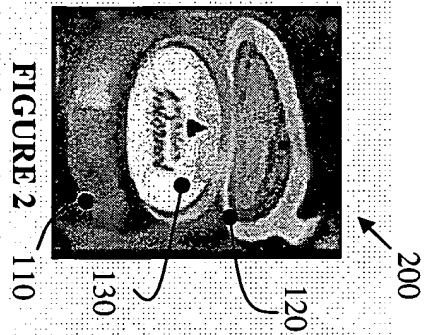
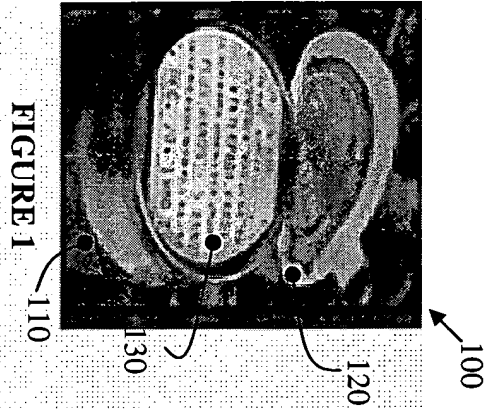




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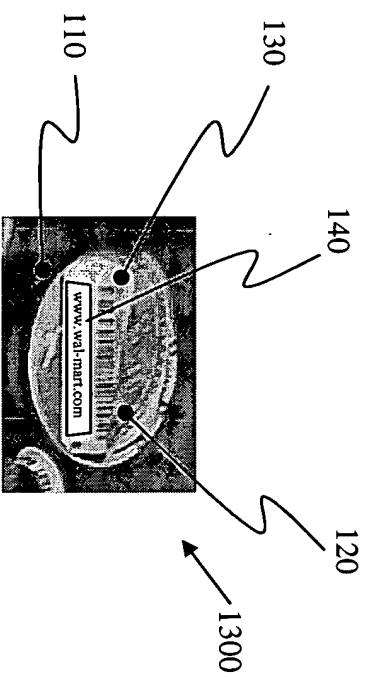


FIGURE 13

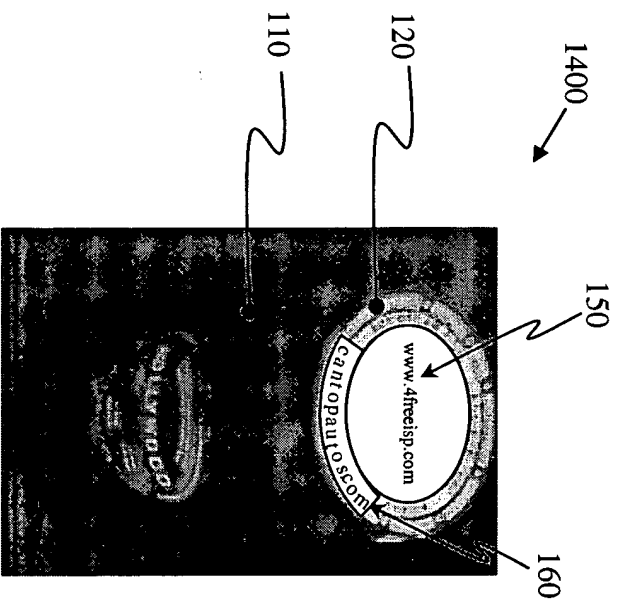


FIGURE 14

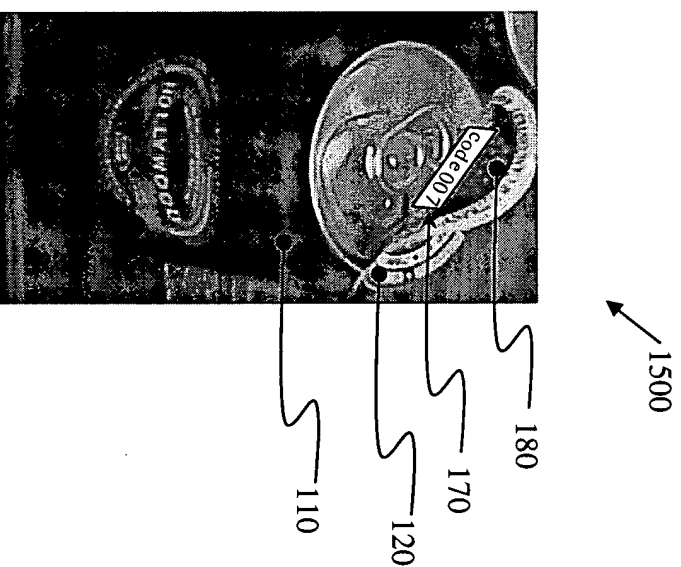


FIGURE 15

APPLICATION #10.620/827

CAN TOP PRODUCT STORAGE and RELATED METHODS of STORING PRODUCTS

INVENTOR: MCCLINTOCK

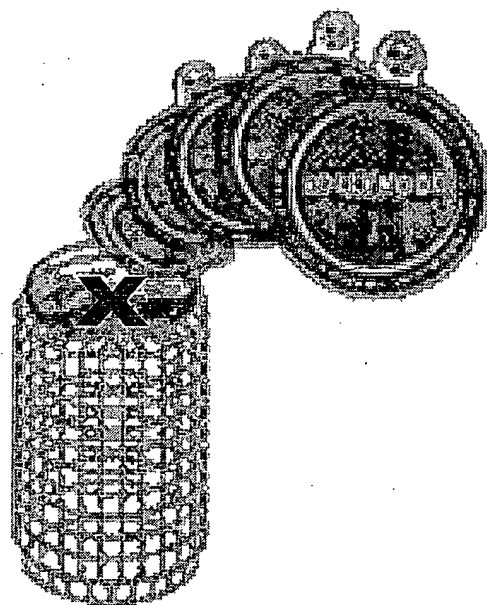
(IN SAMPLING USE BY MCCLINTOCK / NOVEMBER OF 2002)

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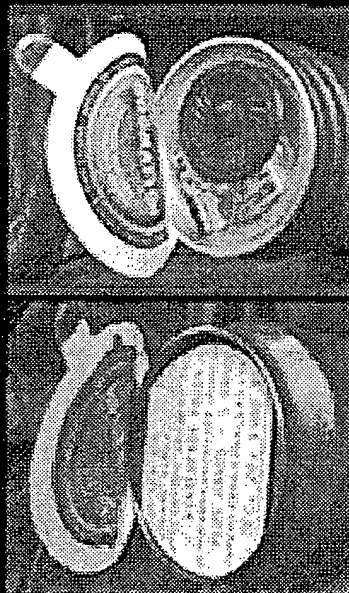


PRODUCT STORAGE  
UNDER CAN TOP LABEL

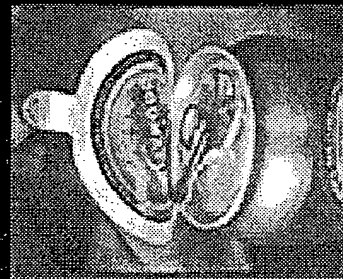
PRODUCT STORAGE UNDER LABEL



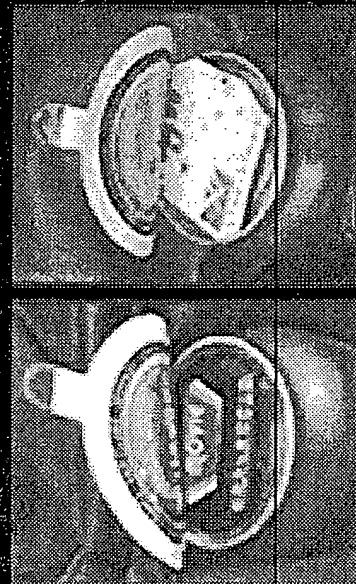
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CanTopTickets.com



CanTopAutos.com  
AutoCans.com

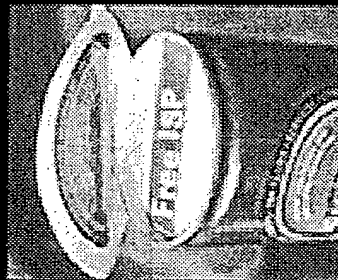
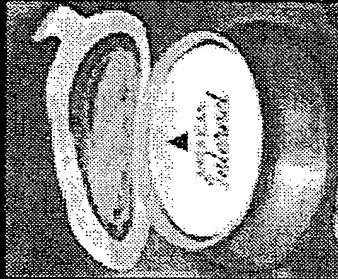


CouponCans.com  
CanTopCoupons.com



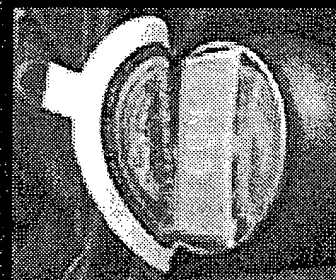
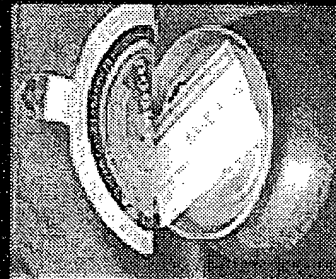
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MovieCaps.com

4FreeISP.com  
CanTopISP.com



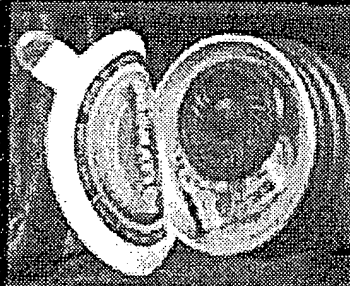
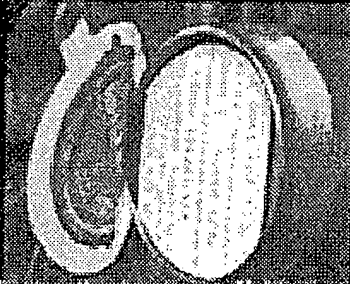
Advertisers allow vendors to  
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coupons, subscriptions, contests  
and prizes under the label.

\*There can be TOP PRINT, BACK SIDE PRINT, and UNDER  
SEAL deliveries. This will allow 4 or more complete surfaces  
for advertisements and beverage company promotions.  
Each surface may include 2 or more marketing file lines.

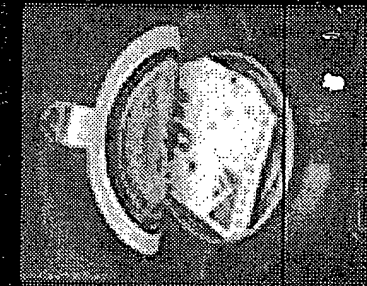
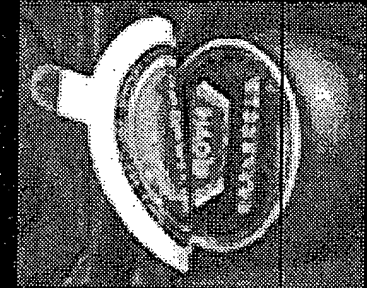


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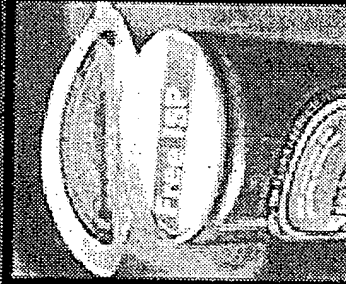
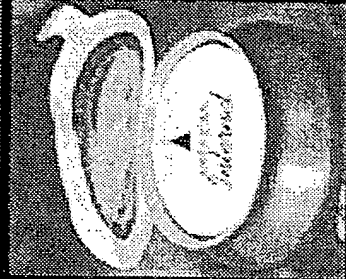
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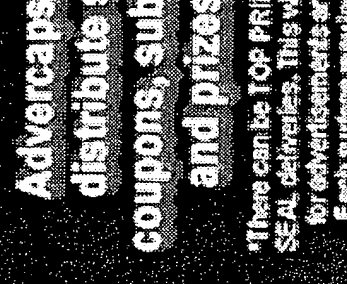
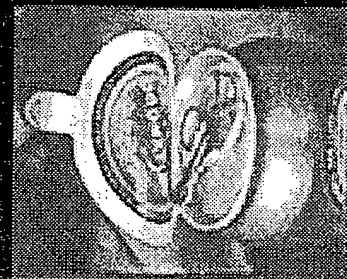
**CanTopFilms.com**  
**MovieCaps.com**



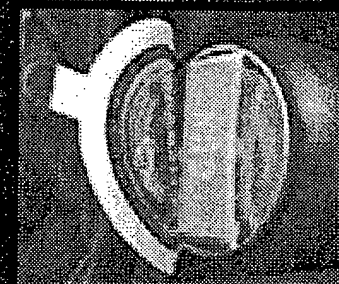
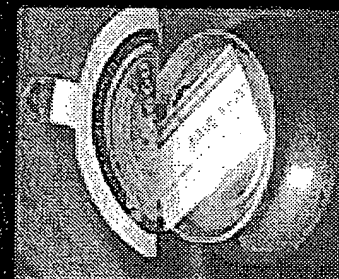
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**CanTopAutos.com**  
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**CouponCans.com**  
**CanTopCoupons.com**



**Advercaps allow vendors to  
 distribute samples, notices,  
 coupons, subscriptions, contests  
 and prizes under the label.**

**\*There can be TOP PRINT, BACK SIDE PRINT, and UNDER  
 SEAL deliveries. This will allow 4 or more complete surfaces  
 for advertisements and beverage company promotions.  
 Each surface may include 2 or more marketing tie ins.**

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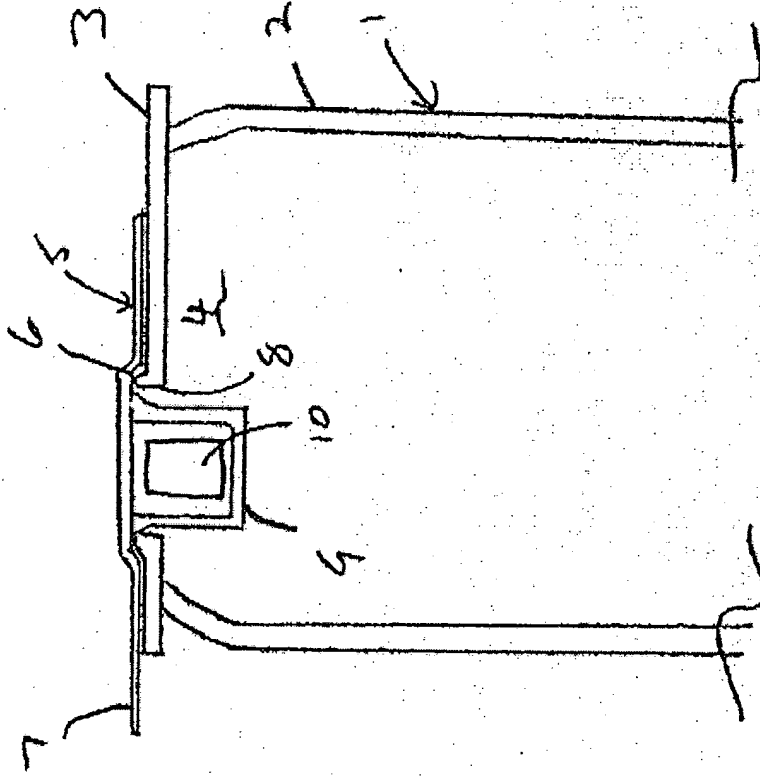


container. The prize, which is contained in a receptacle affixed to the underside of the closure, is revealed when the closure is peeled back. Due to the construction of the prize-delivery container, the container may concurrently hold both a prize and the consumer product.

ATLANTA, GA 30309 (US)

(21) Appl. No.: 09/828,699

(22) Filed: Apr. 6, 2001



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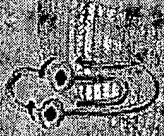
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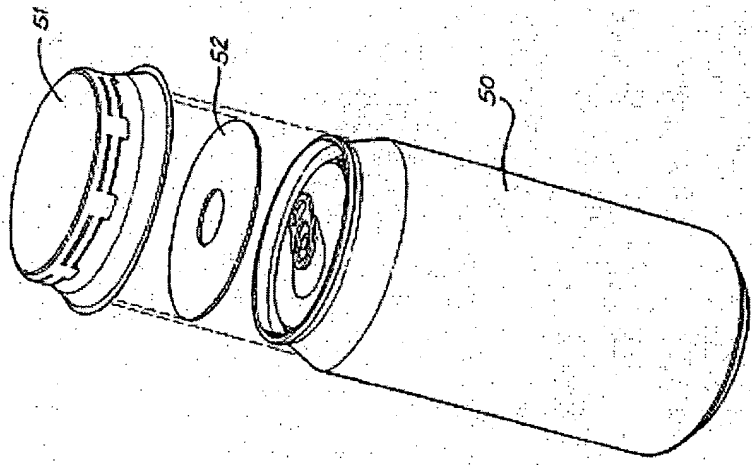
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**FOURTEENTH FLOOR**  
 IRVINE, CA 92614 (US)

- (21) Appl. No.: 10/333,008
- (22) PCT Filed: Jul. 13, 2001
- (86) PCT No.: PCT/AU01/00859
- (30) Foreign Application Priority Data

Jul. 13, 2000 (AU) ..... PO 8782  
 Nov. 7, 2000 (AU) ..... PR 1290

The invention concerns a carrier of information that is releasably affixed to a container, such as a beverage can. The carrier of information may be a small diameter compact disk (CD), or a token. The CD may contain music, video images, games or competitions, or the token may carry printed images, competitions and the like. A consumer may select the promotional system, such as a can of soft drink with a small CD fixed to it, allowing the drink within the container to be enjoyed, along with the CD once it is removed from the can. The system may also include an adaptor to hold the CD, and allow it to be placed into a standard CD player. A method of promotion of a product utilizing this promotional system is also disclosed.



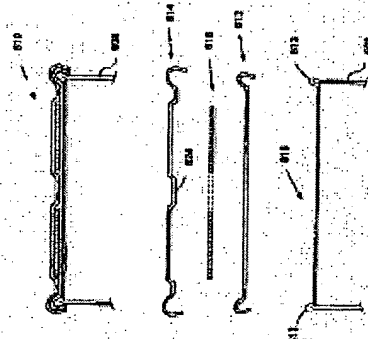
20040050724  
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- (21) Appl. No.: 09/585,855  
 (22) Filed: Jun. 1, 2000  
 (63) Continuation of application No. 09/033,633, filed on Jun. 15, 1999, now Pat. No. 6,136,411, which is a continuation-in-part of application No. 09/160,664, filed on Sep. 25, 1998, now Pat. No. 6,070,752.  
 (51) Int. Cl.<sup>7</sup> A47G 19/22  
 (52) U.S. Cl. 220/212; 220/521; 220/906; 220/23.86; 206/217; 206/308.1; 206/232  
 (58) Field of Search 220/521-523; 220/526; 212; 23.86; 906; 694; 729; 206/217; 307; 308.1; 309; 310; 313; 232; 215/6; 228; 229  
 Related U.S. Application Data  
 Primary Examiner—Nathan J. Newhouse  
 (74) Attorney, Agent, or Firm—Henricks, Shavin & Holmes LLP

ABSTRACT

A variety of closures are provided for use with a drink cup or other container wherein the closures provide a compartment for receiving a digital media disk or other merchandise. Examples include various closures formed of inner and outer members connected by a hinge with the inner and outer members forming a compartment for closely receiving a digital media disk. Other examples include a closure having a single lid portion with a retaining mechanism for retaining a digital media disk to a top surface of the lid. The retaining mechanism includes, for example, elastic retaining bands or resilient tabs. In another example, the closure provides a curved compartment for receiving a booklet wherein a closure for the compartment includes snap-fit members for attaching the compartment closure to other portions of the container lid. Still other embodiments are provided for enclosing toys or the like including one embodiment wherein the closure is configured to retain both a compressible ball and a basketball. In use, after any beverage within the cup is consumed, the basketball is removed from the closure and mounted to a rim of the cup for providing a basketball hoop-like arrangement for use with the compressible ball. Numerous other embodiments are described.

14 Claims, 33 Drawing Sheets



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 2,120,403 6/1938 Godfrey  
 2,174,618 10/1939 Burdick  
 2,271,589 2/1942 Hendrickson

6,302,288

NANA



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 Claims

6363 Poplar Avenue  
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(73) Assignee: Riverborne Communications, LLC,  
 Memphis, TN

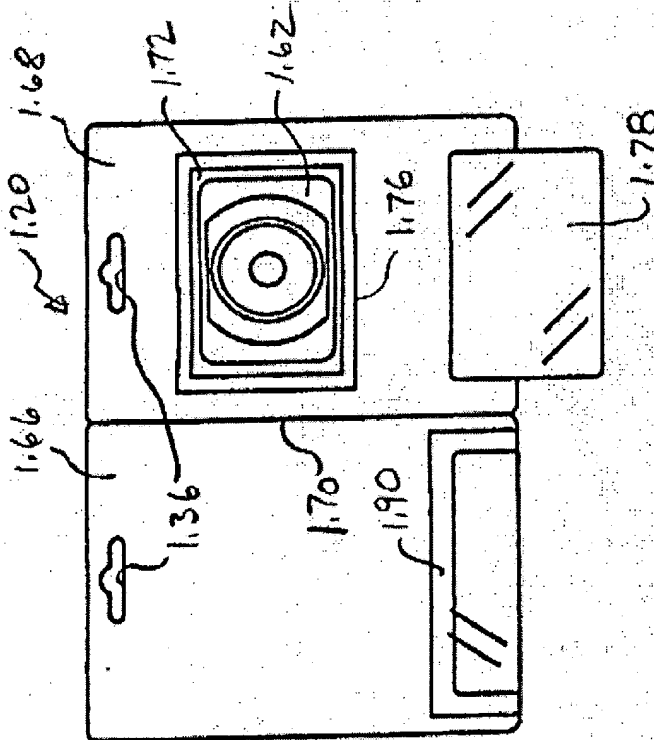
(21) Appl. No.: 10/041,934

(22) Filed: Jan. 8, 2002

Related U.S. Application Data

(60) Provisional application No. 60/260,058, filed on Jan. 5, 2001.

Machine-readable activation at POS is disclosed such as a data-encoded activation strip, readable by a magnetic or optical scanner, or such as integrated circuit card ("ICC") technology. Prior to POS activation, and preferably obscured from view, the package has a personalized identification number ("PIN"), such as alphanumeric characters with a scratch-off coating or peel-off label, or the PIN may be only readable by a magnetic or optical scanner, or may be encoded onto computer media, or may be data encoded within an ICC element. After activation, the product is registered with a registration database, whereby the PIN and perhaps other information, is provided by the user over a communications channel, enabling the product to be utilized.



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